

HOUSEWIVES' GUIDE Of Market Prices

Red and yellow apples, Jack o' Lantern pumpkins, fresh cider, new pop corn, vari-colored autumn leaves and the orange berried bitter sweet are displayed in the markets and shops in preparation for Halloween, which comes next Tuesday. Three cars of pumpkins weighing from fifteen to twenty-five pounds each arrived from up-State Tuesday and sold wholesale 10 to 50 cents each. Retail they will bring from 25 cents up. About eighty cars of apples were shipped in the first of the week and met a fair demand at \$3 to \$7 per barrel for McIntosh, Snow, Delicious and Gravenstein. Fancy apples retail about three for 10 cents in most markets. Cider costs from 20 to 30 cents per quart and pop corn comes in 15-cent packages. Autumn leaves are 25 cents per large bunch and bit-ter-sweet from 35 cents up.

Heavy supplies of grapes are now on the market, over 15,000,000 pounds having come from California last week. These are largely wine-making varieties and are selling well from 50 to 55 cents per twenty-pound basket. The retail price does not go below 25 cents per one quart basket unless the housewife desires to purchase in quantities. Over 345 barrels and 1,350 baskets of New England cranberries arrived Monday and sold from \$3 to \$10.50 per barrel. The crop is reported larger than last year's, as harvesting of the 1922 crop has proved

the September estimate of an excess of 155,000 barrels over 1921 approximately correct. The chain stores charge 15 cents per pound and the markets 20 cents.

Fresh vegetables are meeting a strong demand, and fancy stock has advanced slightly in the case of Long Island cauliflower, which is \$3.75 to \$4 per crate, and Brussels sprouts, 15 to 20 cents per quart. Long Island potatoes are up to \$3 per barrel, due to the continued car shortage and a poorly supplied market. Toward the end of the week it is thought the receipts will be heavier and the advance in price cut. Shipments of 6,000 baskets of green and wax beans from Maryland and the Carolinas have thrown a quantity of beans upon the retail trade, which is being moved at 15 to 20 cents per pound. Late frosts have about finished the Jersey and other nearby stock, and in the future the market must depend upon the South for bean supplies. Onions have gone up in the markets and chain stores, whites selling at 3 pounds for 15 cents, and yellows, 3 pounds for 10 cents; wholesale the price varied from \$1.50 to \$3 per 100-pound bag. Fresh kale and spinach retail 2 and 3 pounds for 25 cents; beets, 3 bunches for 20 cents; cauliflower, 25 cents each and up; eggplants, the same; okra, 20 cents per pound; green peppers, 3 for 10 cents; cucumbers, 10 cents each; lettuce, which is mainly poor, 10 to 15 cents per head. Potatoes are 5 pounds for

9 cents in one chain store, and sweet potatoes, 3 pounds for 7 cents.

Fish is cheaper this week and large receipts came from nearby waters with the cooler weather. Fine Spanish mackerel from the South is selling at 35 cents per pound, each fish weighing about one and a half pounds. Fresh Boston mackerel is also 25 cents per pound and the half-pounders, called "linker mackerel," are 20 cents per pound. Bluefish are down to 30 cents per pound; whitefish, weakfish, shrimps, are 30 cents per pound; codfish, butter fish, fillet and the first white bait of the season, 25 cents. Halibut is high at 45 cents; sea bass stays at 40 cents and smelt and catfish are also 40 cents per pound. Scallops cost 60 cents per pound; lobsters, 65 cents; oysters, 24 and 30 cents per dozen; clams, 24, 30 and 35 cents per dozen, and crab-fake, 40 cents per pound, a decline of 25 cents per pound in a week.

There has been no change in the retail price of butter, although this is the season of light production. Reports of large consumption tend to increase confidence in the continued demand for fancy as well as held stock. According to the Produce Price Current the difference in price between the fresh and held—about 3 cents—is attractive to the big chain stores which keep their retail price down to 49 cents and, so long as that plan is feasible, it will make for a healthy market. Advances do not indicate an appreciable increase in production throughout the country until more of the cows freshen and the stock is housed and better fed. Wholesale dairy tubs cost 45 to 46 cents per pound; storage butter, 44 to 44½ cents and creamery extras, 46½ cents.

MRS. A. S. KIDDER, BANKER'S WIFE, DEAD

Was Well Known Socially in Southern Cities.
Lucy Hortense Smith Kidder, wife of A. Stansfeld Kidder, member of the New York banking firm of A. M. Kidder & Co., died yesterday in her home, Windemere Terrace, Short Hills, N. J., after a three weeks illness.

Mrs. Kidder was the daughter of Dr. Alfred Franklin Smith, pastor of a Methodist Episcopal Church of St. Louis. She was married to Mr. Kidder about five years ago and was well known socially in Memphis, Tenn., and Jackson, Miss. Mr. and Mrs. Kidder formerly lived at No. 123 Central Park West.

Besides her husband and her parents Mrs. Kidder leaves two children, Lucy Emily, aged four, and Amos Stansfeld 3d, aged two.

*Appetite is naught
but imagination
until you get ac-
quainted with~*

LIEDERKRANZ CHEESE

"The cheese that makes the meal"
The Monroe Cheese Co. Monroe N.Y.



The foremost school of domestic science in America tells what are the five points by which you can know good bread

What are the qualities that a perfect loaf of bread should have? Do you know them?

When the foremost authority on domestic science in America was asked, this was the answer:

The perfect loaf of bread should make these five appeals:

- To sight** A loaf of smooth surface—a loaf with rounded top—and that not-to-be-withstood golden brown color in the crust. That is the way good bread should look. Then cut it—see the creamy white crumb, the feathery texture. It has no large holes to mar, yet it is not dense and thick. It is just porous.
- To sound** Now strike the loaf. The well-baked loaf will give a hollow sound. Soggy, dense bread unevenly baked can never give just this sound.
- To touch** Hold the loaf in your hand. It should be elastic, rebounding after your pressure. Break a section of it. How firm it is—not crumbly or pasty. Neither dry nor moist. Just the right consistency.
- To smell** This loaf will not suggest any acid smell. The richest ingredients—flour, pure milk, lard, yeast, salt—under the influence of perfect fermentation yield a mouth-watering flavor.
- To taste** The flavor completes the fragrance! Just as the wholesome loaf is grateful to the smell so the flavor delights the palate. Nutty taste of the crust, fresh wheaty flavor of the crumb, something of the richness of the milk—it satisfies the most exacting taste.



A loaf that meets these demands

For 57 years the Shults Bread Company have been making better and better bread every year! In their big experimental kitchen a staff of highly trained men has worked year in and year out to make a perfect bread.

And now they have succeeded. Here at last is a bread which meets the highest requirements of texture, color and flavor—that stands the tests of sight, sound, touch, smell and taste!

Order your loaf of Shults Cream Bread today.



Help You Run the Ball

—bring home the bacon, collar the blue vase,
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LITTLE Raisins, full of energy and iron, will put the pep into you that makes winning plays. Use vim like it in your business, too.

One hundred and forty-five calories of energizing nutriment in every little five-cent red box that you see.

Comes from fruit sugar in practically predigested form—levulose, the scientists call it—so it goes to work almost immediately. Rich in food-iron also.

Try these little raisins when you're hungry, lazy, tired or faint. See how they pick you up and set you on your toes.

Had Your
Iron Today?

Little Sun-Maids

"Between-Meal" Raisins
5c Everywhere



Perfect Pasteurization

Try a jar of
Dr. Spieker's
Bulgarian
Yoghurt.

A jar a day
keeps the
blues away.

TWENTY years ago when we introduced the present method of pasteurization, we called it Perfect Pasteurization. Not that we believed anything in this world perfect, but because we were moved by a tremendous enthusiasm for a great forward step in milk service. A step that has justified itself over and over again in the conservation of child life in this community.

Whether we have arrived at Perfect Pasteurization or not may still be a question, but we have attained absolute safety and cleanliness.

During these twenty years we have worked steadily in improving methods and devising new equipment until now we accomplish results that are generally regarded as impossible on a commercial scale. We perform in a large way, every day, a process of milk treatment that has been thought possible only in a laboratory under the eye of skilled scientists.

To you this means a milk supply of the finest quality, rendered absolutely safe, without change in the taste, texture, or nutritive qualities.

We may or may not have accomplished Perfect Pasteurization, but we have produced the nearest thing to it that the world knows.

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